

Publication of Unexamined Patent Applications

Japanese Patent Application Laid-Open No. 7-307813 specification

Publication Date: November, 21, 1995

Application Number: 6-100314

Application Date: May 13, 1994

Applicant: NIPPON TELEGRAPH AND TELEPHONE CORPORATION

Inventor: TAKAAKI AKIMOTO ET. AL

[TITLE OF THE INVENTION]

METHOD FOR RECEIVING REQUEST FROM USER UTILIZING BROADCAST MEDIUM
AND COMMUNICATION TERMINAL USED FOR THE METHOD

[ABSTRACT]

[OBJECT]

To permit ordering merchandise by automatically calling a mail order reception center in a mail order service utilizing a broadcast.

[CONSTITUTION]

A mail order reception center 1 previously advises a broadcasting station 2 of mail order information such as a telephone number of the center, merchandise number introduced in a broadcast and a period of sale. The broadcasting station 2 inserts the mail order information in a television signal and transmits the same. A mail order information extracting device 5 extracts the mail order information from the television signal received by a television receiver 4 and sends the information to a communication terminal 6. The communication terminal 6 stores the mail order information in a memory 61, reads the mail order information from the memory 61 when

a calling switch 63 is pressed, and automatically calls the mail order reception center 1 with the telephone number. Then, the communication terminal 6 receives detailed information of merchandise from the center 1 and presses an order switch to transmit order data.

[0013]

Next, a manner of providing a mail order service in a configuration in FIG. 1 will be described based on steps of providing service in FIG. 3.

(1) A mail order reception center 1 previously advises a broadcasting station 2 of mail order information such as a telephone number of the center, merchandise number introduced in a television broadcast and a period of sale.

(2) The broadcasting station 2 generates encoded data of the mail order information advised from the mail order reception center 1 as shown in FIG. 2 and inserts the data in a picture signal to be broadcast.

(3) A user receives a television program broadcast by the broadcasting station 2 with a home television receiver 4 and watch the program. The picture signals currently received by the television receiver 4 is transmitted to a mail order information extracting device 5.

(4) A mail order information extracting device 5 extracts the encoded data of the mail order information from the picture signal and decodes the data, and sends the encoded data of the mail order information such as a telephone number of the mail order reception center 1, merchandise number and a period of sale to a picture terminal 6.

(5) The communication terminal 6 records data sent from the mail order information extracting device 5 in a memory 61 and records the fact that the mail order information is effective in the memory 61.

(6) The user presses a calling switch 63 of the communication terminal 6 when finding merchandise which the user wants in the television program watched with the television receiver 4.

(7) When the calling switch 63 is pressed, a control section 66 of the picture terminal 6 contains a clock or the like, and first checks that the mail order information is effective and that the period of the mail order is lasting by referring to the memory 61, and when both of them are effective, reads the telephone number of the mail order reception center 1 from the memory 61 and calls the mail order reception center 1 with the number via a network interface 62.

(8) The mail order reception center 1 receives a call from the communication terminal 6 and is connected to the communication terminal 6 via a telecommunication network 3.

(9) The control section 66 of the communication terminal 6 confirms connection with the mail order reception center 1, and then reads the merchandise number from the memory 9 and sends the data to the mail order reception center 1.

(10) The mail order reception center 1 retrieves detailed data of the merchandise from the merchandise number sent from the communication terminal 6, and sends the data to the picture terminal 6. The detailed data of the merchandise includes a picture of appearance of the merchandise, sound of explaining the merchandise or background music.

(11) The control section 66 of the communication terminal 6 displays and outputs a picture of appearance of merchandise or sound of explaining the merchandise sent from the mail order reception center 1 on a display hand set 65.

(12) The user watches and listens to the same, and if having an intention to purchase, presses an order switch 64 of the communication terminal 6. The order switch 64 includes a numeric keypad or the like for inputting the number of articles. When the order switch 64 is pressed, the communication terminal 6 sends the data indicating an order for merchandise to the mail order reception center 1. At this time, user information such as a name, address, user number, credit card number or bank account number, or the like of the user are previously set in the memory 61, and when the order switch 64 is pressed, the control section 66 reads the user information from the memory 61 and send them to the mail order reception center 1 together with the data indicating the order for merchandise.

(13) The mail order reception center 1 receives the data of the order for merchandise and the user information, carries out a processing of receiving the order for merchandise, and forwards the merchandise to the user's house.